

## **WEBSITE WITH PODCAST FOR THE LOUIS I. KAHN TRENTON BATH HOUSE AND DAY CAMP**

### **Response to Questions Received April 1, 2008**

Q.1. What tools need to be used to design the website?

R.1. The County has no specification for the type of tool used for web design. However, the website should be designed so that future updates and maintenance can be accomplished by office staff who may not have any previous knowledge or experience updating and maintaining websites.

Q.2. What are the target browsers?

R.2. The County has no specification for this. The website should be designed to accommodate the greatest number of users. It is the consultant's responsibility to determine at the beginning of the project the most suitable web design, tools, etc. for the expected audience.

Q.3. If we have to include video, what should be the format?

R.3. The consultant with the Mercer County staff should determine this at the start of the project. Generally, it should be a format that is most accessible, easy to use, for the target audience.

Q.4. If we have to include audio, what should be the format?

R.4. The consultant with the Mercer County staff should determine this at the start of the project. Generally, it should be a format that is most accessible, easy to use, for the target audience.

Q.5. Should the media player be embedded into the website or let it use the local (PC) media player?

R.5. Again, the consultant with Mercer County staff should determine this at the start of the project. The consultant should be prepared to recommend one over the other, based on the expected audience.

Q.6. Who is going to provide the content for the website?

R.6. The consultant is responsible for preparing the written narrative, the narrative to be used in the audio podcast, and the set of questions/outline to be used for developing the oral histories. The consultant is responsible for research, gathering primary and secondary sources, in order to prepare the narratives. Mercer County can provide some resource materials.

Q.7. If we are supposed to research (for content) on the site, then who would evaluate or certify it?

R.7. Mercer County staff will review the content prior to finalizing it.

Q.8. What is the proposed duration for developing the website (for each phase and all-together)?

R.8. The consultant is expected to provide a realistic, detailed schedule of work.

Q.9. Is it going to be picture-oriented or text-oriented?

R.9. The consultant is expected to develop the web design with Mercer County staff review and approval. However, it is expected that both pictures and text will be needed to effectively communicate Kahn's work.

Q.10. How do you plan to get the software required to develop and maintain the website?

R.10. The consultant is expected to recommend the necessary tools to efficiently and easily maintain and update the website. The County will provide any licenses/expenditures needed to maintain and update the site.

Q.11. Do you want to incorporate user validation (account access) or any method to identify the level of user?

R.11. Unless recommended by the consultant based on the expected audience, user validation is not necessary. If it will affect the cost schedule, the consultant shall specify in the proposal why this is needed, and provide an estimated cost for it.

Q.12. What kind of differentiation are you looking for, between the content visible for different users?

R.12. The consultant shall establish whether the site should have varying content based on the audience. This is part of the initial web design and will be discussed with County staff.

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Q.13. How many languages is the content to be presented on the website and what are they?

R.13. The final website developed as part of this RFP Scope of Work, will be in English.

Q.14. Since it's a web application, we need to test for scalability and performance under stress, what are the parameters to be considered for each phase of development?

R.14. Based on the Scope of Work in the RFP, the consultant shall determine the essential parameters for testing and consider these in the cost schedule.

Q.15. What kind of optimization (speed and performance) techniques should be employed, if any?

R.15. The consultant is required to recommend and implement all optimization techniques based on the initial web design and input from county staff at the start of the project.